

This document describes the **Virtual Real Estate Marketing Agent System** Website. For additional information and access to all documentation describing the agent program, visit the [agent system overview](#) on the **OwnerDirect.US** Website or [contact us](#).

## Agent Website Overview

We are constantly adding new features to our Website architecture, administration tools and marketing program. This section highlights what is included in the current base application. These features are standard unless otherwise noted.

## Agent Business Blog Overview

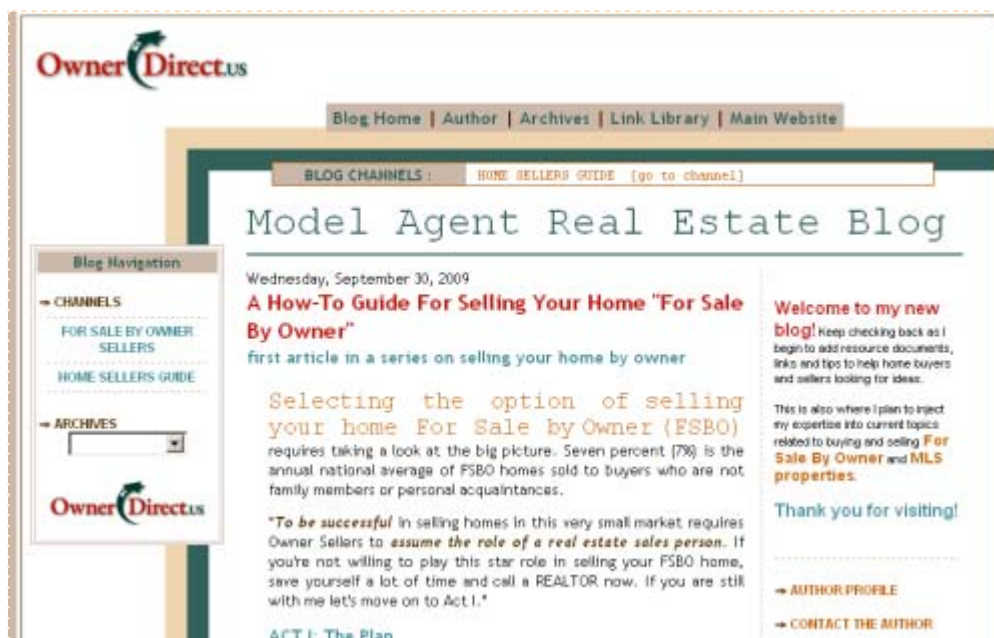
You can **return to the beginning** of this overview, by starting at the [Agent Website Overview document](#).

This document highlights the agent business blog. Additional information can be found in the following documents:

- [Agent Website Introduction](#)
- [Agent Website Administration](#)
- [Lead Generation And Integrated Communications](#)

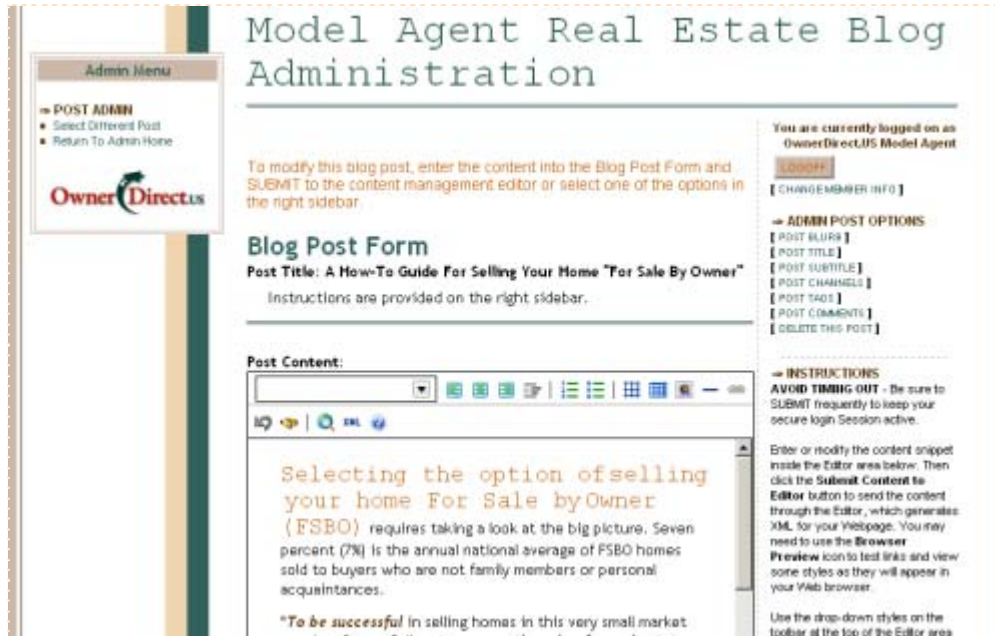
## Business Blog Website Overview

Each agent is provided with an iCompanyNews<sup>SM</sup> Business Blog in order to be able to utilize social networking as a way to communicate and share valuable information with home buyers and sellers in the blogosphere using popular social media such as Facebook, MySpace, Twitter and others. [Image ABLOG-1]



The **Agent Business Blog** has been integrated with the OwnerDirect.US Website registered member process in order to allow members to take advantage of the **Ask An Agent** and blog comment features without having to register for two separate Websites.

If the logged in visitor is identified as the **blog administrator**, the **Blog Administration** panel will appear. This is where the agent can create posts and much more to build content for the blog. [Image ABLOG-2]



One of the special features of this blog is the **widget used to promote the blog**, known as the **blidget**. This scrolling blog news headliner is available under the **Blog Administration** panel and can be embedded on the **Agent Website** or other Web pages and social media. [Image ABLOG-3]



For a full description of the **features** available with the **Agent Business Blog**, please read the [iCompanyNews<sup>SM</sup> Business Blog Overview](#).

□ Links To The Agent Blog

If the **Agent Business Blog** is enabled on the **Agent Website** options, a button to go to the **News Tips & Blog** will appear on the **Agent Website** that links to the blog home page. [Image ABLOG-4]



Since each **Agent Business Blog** has its own unique Web address (URL), additional links can be created to go directly to the blog from content on the **Agent Website**.